

REQUEST FOR PROPOSALS (RFP) NO. 97-156
TO PROVIDE
FREELANCE AND PREPRESS SERVICES
FOR THE
UNIVERSITY OF HAWAII PRESS
HONOLULU, HAWAII

JUNE, 1997

BOARD OF REGENTS
UNIVERSITY OF HAWAII
HONOLULU, HAWAII

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University of Hawaii Press, Honolulu, Hawaii

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PROPOSAL PACKAGE.**

NOTICE TO OFFERORS

PROPOSAL FORMS for Request for Proposals (RFP) No. 97-156, Freelance and Prepress Services, will be available from and received in the OFFICE OF PROCUREMENT, PROPERTY AND RISK MANAGEMENT, UNIVERSITY OF HAWAI'I, 1400 LOWER CAMPUS ROAD, ROOM 15, HONOLULU, HAWAI'I 96822, (an unofficial copy of the RFP is available on the Internet at <http://www.state.hi.us/bids/notice01.htm>) and must be submitted no later than 2:30 p.m., July 30, 1997.

Proposals received after the time and date fixed for submission will not be considered.

Vendors located outside the Island of Oahu, Hawaii, USA, may request an official copy of the RFP by providing the vendor's name, address, contact person, telephone number, facsimile number, and an account number, billable to the receiver, for express shipment. Requests may be submitted via facsimile, (808) 956-2093. Direct all questions to Suzanne Tanaka (808) 956-9485.

Kenneth P. Mortimer

President, University of

Hawai'i and Chancellor,

University of Hawai'i at Manoa

Advertised: Honolulu Advertiser

Issue of: June 30, 1997

NOTICE TO OFFERORS

OPPRM FORM 115

BUSINESS CLASSIFICATION CERTIFICATION STATEMENT

(See Official Document)

SECTION 1 - ADMINISTRATIVE OVERVIEW

1.1 BACKGROUND

The University of Hawai'i Press was established in 1947 to publish books written by members of the faculty and by others who make valuable contributions to knowledge and understanding. Throughout the years, the Press has published more than 1,200 books for people of all ages at every educational level. Today, as the largest publisher in Hawaii with over 800 titles in print, the Press has built a reputation for its excellence in publishing books on Hawaii, Asia and the Pacific.

1.2 PURPOSE

The purpose of this solicitation is to establish a pool of freelance and prepress professionals for UH Press to utilize in the production of their publications. These will include freelancers, such as designers, copyeditors, and proofreaders, as well as other prepress service providers that perform design and composition services.

1.3 AUTHORITY

This Request for Proposals (RFP) is issued under the provisions of the Hawaii Revised Statutes, Chapters 103 and 103D. All prospective Contractors are charged with presumptive knowledge of all requirements of the cited authorities. Submission of a valid executed proposal by any prospective Contractor shall constitute admission of such knowledge on the part of such prospective Contractor.

1.4 RFP ORGANIZATION

This RFP is organized into SIX (6) sections:

Section 1, Administrative Overview -- Provides offerors with general information on the objectives of this RFP, procurement schedule, and procurement overview.

Section 2, Scope of Work -- Provides offerors with a general description of the tasks to be performed, delineates University and Contractor responsibilities, and defines deliverables.

Section 3, Proposal Submittal Requirements -- Describes the required format and content for the offeror's proposal.

Section 4, Proposal Evaluation -- Describes how proposals will be evaluated by the University of Hawaii.

Section 5, Special Provisions -- Provides offerors the terms and conditions under which the work will be performed.

Section 6, General Provisions -- Provides the terms and conditions for which each party to the contract will be responsible.

1.5 SCHEDULE OF KEY DATES

The schedule of key dates set forth herein represents the University's best estimate of the schedule that will be followed for the process of selecting the freelance service providers. Any of the dates listed below may be changed at any time at the sole discretion of the Director, Office of Procurement, Property and Risk Management.

RFP Advertised and Issued	<u>June 30, 1997</u>
Offeror's Questions Due	<u>July 14, 1997</u>
Closing Date for Receipt of Proposals	<u>July 30, 1997</u>
Proposal Review Period	<u>July 31 - August 13, 1997</u>
Contractor Selection and Award	<u>August 20, 1997</u>
Estimated Contract Start Date	<u>September 3, 1997</u>

1.6 SUBMISSION OF QUESTIONS

Offerors may telephone the Technical Representatives of the Procurement Officer or the Official Contacts for questions regarding this RFP (see Sections 1.10 and 1.11).

1.7 SUBMISSION OF PROPOSALS

Each offeror may submit only ONE (1) proposal for any of the required services.

Offerors shall submit an original plus TWO (2) copies of the proposal. Proposals shall be received by the Office of Procurement, Property and Risk Management, University of Hawai'i, no later than 2:30 p.m. H.S.T., on July 30, 1997.

Proposals shall be mailed or delivered to:

Office of Procurement, Property and Risk Management
University of Hawai'i
1400 Lower Campus Road, Room 15
Honolulu, Hawaii 96822

Any proposal received after this date and time shall be rejected.

The outside cover of the package containing the proposal shall be marked:

Office of Procurement, Property and Risk Management
University of Hawai'i
1400 Lower Campus Road, Room 15
Honolulu, Hawaii 96822
RFP No. 97-156, Freelance and Prepress Services for UH Press
(Name of Offeror)

1.8 DISQUALIFICATION OF PROPOSALS

- a. The University reserves the right to consider as acceptable only those proposals submitted in accordance with all requirements set forth in this RFP and which demonstrate an understanding of the scope of the work. Any proposal offering any other set of terms and conditions contradictory to those included in this RFP may be disqualified without further notice.
- b. An offeror shall be disqualified and the proposal automatically rejected for any one or more of the following reasons:
 - 1) The proposal shows any noncompliance with applicable law.
 - 2) The proposal is conditional, incomplete, or irregular in such a way as to make the proposal indefinite or ambiguous as to its meaning.
 - 3) The proposal has any provision reserving the right to accept or reject award, or to enter into a contract pursuant to an award, or provisions contrary to those required in the solicitation.
 - 4) The offeror is debarred or suspended.

1.9 PROCUREMENT OFFICER

This RFP is issued by the Office of Procurement, Property and Risk Management, University of Hawai'i. The Procurement Officer responsible for overseeing the contract is Duff Zwald, Director of the Office of Procurement, Property and Risk Management.

1.10 TECHNICAL REPRESENTATIVES OF THE PROCUREMENT OFFICER (TRPO)

The individuals listed below are the Technical Representatives of the Procurement Officer (TRPO):

JoAnn Tenorio, Journals Manager
Telephone: (808) 956-8873

Pat Crosby, Executive Editor
Telephone: (808) 956-6209

Kay Kimura, Administrative Officer
Telephone: (808) 956-8255

University of Hawai'i Press
2840 Kolowalu Street
Honolulu, Hawaii 96822
Facsimile: (808) 988-6052

1.11 OFFICIAL CONTACT

All questions regarding this RFP should be directed to:

Suzanne Tanaka, Procurement Specialist
Telephone: (808) 956-9485
E-mail: suz@mail.ppmo.hawaii.edu

Office of Procurement, Property and Risk Management
University of Hawai'i
1400 Lower Campus Road, Room 15
Honolulu, Hawaii 96822
Facsimile: (808) 956-2093

1.12 RFP AMENDMENTS

The University reserves the right to amend the RFP any time prior to the closing date for best and final offers.

1.13 AWARD ON INITIAL PROPOSALS

The University may award a contract on the basis of initial offers received, without discussions. Therefore, each initial offer should contain the offeror's best terms.

1.14 AVAILABILITY OF FUNDS

Offerors are advised that the award of this contract is contingent upon availability of funds. If funds are not available, the University reserves the right not to make award of this contract.

1.15 NOTICE TO PROCEED

The University shall not be responsible for work done, even in good faith, prior to the University's Notice to Proceed unless specific provisions are made in the contract.

1.16 RFP SUBMITTALS BECOME PROPERTY OF THE UNIVERSITY

All proposals and other material submitted shall become the property of the University and may be returned only at the University's option.

SECTION 2 - SCOPE OF WORK

2.1 INTRODUCTION

University of Hawaii Press publishes books and journals in more than 20 academic disciplines as well as general interest books in a variety of areas.

During 1994-1995, the University of Hawaii (UH) Press published over 60 new books and monographs. Each of these books required design, copyediting, and proofreading as part of the editorial and production process; most also required indexing. In addition, each of the 30 journal issues published during this year required copyediting and proofreading.

Deadlines are inherent in publishing. Often it is important that a book be published by a certain date to meet contractual agreements with authors; some books must be available in time for important professional meetings; others must appear quickly to meet marketing needs for advance copies and timely introductions. It is important that a manuscript move expeditiously to the next stage in the production cycle as soon as it is ready so that costly delays are avoided.

2.2 OBJECTIVE

- a. Since several publishers utilize the same freelance and prepress service providers, UH Press shall (with this RFP) establish a pool of freelance and prepress professionals to use in the event the first choice for a project is not available.
- b. **THE CONTRACTOR SHALL NOT BE AN EMPLOYEE OF THE UNIVERSITY OF HAWAII, AND IN ALL MATTERS, THE CONTRACTOR SHALL ACT IN THE CAPACITY OF AN INDEPENDENT CONTRACTOR AND SHALL NOT ASSUME ANY OBLIGATION OF THE UH PRESS. PROOF OF INDEPENDENCE MAY BE REQUIRED UPON REQUEST OF THE UNIVERSITY.**

2.3 SCOPE OF WORK

The tasks that a freelancer or prepress professional will be asked to perform include but are not limited to the tasks listed below. Other tasks may be performed which shall be negotiated between the University and the contractor when necessary to accomplish the project objectives. For example, a copyeditor may be asked to incorporate editing changes marked on the manuscript hard copy to the electronic disk copy supplied by UH Press; or a journals copyeditor may be asked to check if authors have properly responded to queries on the ms; or a proofreader may be asked to do cleanup of a manuscript prior to production.

- a. Copyediting: Copyediting is the process of refining the details of a manuscript after it has been substantially finished. This involves finding and correcting any errors in: spelling, punctuation, syntax, and any departures from approved house style. Copyeditors also query unconvincing statements which may require documentation.

Copyeditors may also be requested to typemark the copy to identify various elements of the manuscript (e.g., chapter titles, subheads, block quotes, etc.) or to do manuscript cleanup or crossmarking. UH Press may request that copyediting be done electronically rather than on paper.

- b. Proofreading: Proofreading entails scrutinizing the first set of typeset "proofs" to detect printer's errors and any problems not caught in copyediting, such as spelling, punctuation, grammar, or fact. This is a tedious, exacting process that requires letter-by-letter comparison with the original, edited manuscript.

Professional proofreaders must be scrupulously exacting and are expected to catch 99.5% of errors in proof. Proofreaders are given from one to several weeks to read a proof, depending on the proof's length and complexity.

Proofreading tasks are sometimes also performed by copyeditors.

- c. Design: Design includes the conception, planning, and preparation of the physical and visual aspects of the book before typesetting. Interior book design is a logical, cost-conscious task. Cover and/or dust jacket design also incorporates subtle psychological factors attuned to the marketplace needs, similar to good ad design.

Design may also be requested for major advertising materials and exhibits, brochures, flyers, space ads, and displays that will be widely disseminated and viewed and from which significant revenue is expected to be generated. These advertising and promotional materials are usually done by graphics professionals and artists trained in commercial advertising; content and time are defined on a project-by-project basis.

- d. Indexing: Every serious book of nonfiction requires an index to achieve maximum usefulness. Professional indexers have the advantage of objectivity and experience in many fields of interest and scholarship. A professional indexer may be utilized when an author cannot prepare an index.
- e. Cartography: Maps are sometimes included in UH Press publications and cartographers may be needed for map preparation.

- f. Composition: Composition is the transformation of a manuscript into a form suitable for printing. It includes typesetting (i.e., capturing text by keyboarding or converting from electronic disk) and page makeup. Type may be output as camera copy on conventional typesetting equipment or output to disk as postscript files from which the printer later makes film. Composition may be done by freelancers working on a computer or prepress professionals using more conventional means.

2.4 RATES

- a. Freelancers shall be paid the following rates:

Copyeditors	\$15.00 - \$20.00 per hour
Proofreaders	\$11.00 - \$13.00 per hour
Designers	To be negotiated
Indexers	To be negotiated
Cartographers	To be negotiated
Compositors	To be negotiated

- b. Rates may be negotiated for long or particularly complex manuscripts, and for projects requiring exceptionally accelerated schedules, in accordance with industry standard rates.

2.5 MINIMUM QUALIFICATIONS

- a. Able to meet UH Press' scheduled requirements for a specific project.
- b. Previous experience in working on scholarly and/or popular books or journals, or with commercial advertising materials, as appropriate.
- c. Able to provide reliable and verifiable references for past work.
- d. Able to perform excellent, quality-conscious work.
- e. Familiarity with industry standards for accomplishing the assigned task.
- f. Desirable qualifications: previous work for university presses, trade presses, or work with comparable project materials.

2.6 SUPPLIES AND MATERIALS

The University of Hawaii Press shall supply the Contractor with project materials. If the work to be performed is not on an hourly basis, actual project prices shall be negotiated. The Contractor shall be allowed to recover out-of-pocket expenses for mailing, duplicating, fax charges, and similar expenses upon prior approval from the UH Press.

2.7 TERM OF CONTRACT

- a. Contractors shall enter into a contract with the University which shall commence on the date designated in the Notice to Proceed. Thereafter, the University reserves the right to renew the contract from year to year, for a total of THREE (3) years, upon mutual agreement in writing, and upon NINETY (90) days' prior written notice.
- b. The award of a contract for the freelance and prepress services pool does not guarantee that the Contractor will be used for work on a project during the contract period.

SECTION 3 - PROPOSAL SUBMITTAL REQUIREMENTS

This section indicates the proposal requirements for this RFP which shall be submitted by the deadline set for submission of proposals. Fulfillment of all proposal requirements listed is mandatory for consideration of proposals.

3.1 PROPOSAL SUBMITTALS

The Proposal shall include the following subsections:

- I. Proposal Letter (APPENDIX A)
- II. Proposal Form (APPENDIX B)
 - A. General Information
 - B. Experience with UH Press with References
 - C. Experience with Other University or Trade Presses with References
 - D. Additional Information Regarding Freelance Work
 - E. Additional Freelance Work Experiences
- III. Samples of Work (if applicable)

3.1.1 PROPOSAL LETTER (APPENDIX A)

The Proposal Letter shown in Appendix A shall be signed by an individual authorized to legally bind the offeror, dated, and be affixed with the corporate seal (if corporate seal is available). If said individual is not the corporate president, evidence shall be submitted showing the individual's authority to bind the corporation. The fully executed proposal letter shall be submitted along with the proposal.

3.1.2 PROPOSAL FORM (APPENDIX B)

The Proposal Form shown in Appendix B shall be submitted with all required sections completed:

- A. General Information shall include general information about the offeror. Although rate of pay will not be scored in the evaluation of the proposals, offerors are encouraged to state their hourly pay rate.
- B. Experience with UH Press shall include a listing of projects worked on for the UH Press within the last THREE (3) years. Offeror shall also include project name and UH Press contact's name. If press projects are too numerous for itemization, please note this and indicate UH Press contact's name.
- C. Experience with Other University and Trade Presses shall include a detailed listing of projects worked on for other university and trade presses. This listing shall include the skills and materials involved in completing the project. Offeror shall also include the press' name, project title and the contact's name and phone number.

- D. Additional Information Regarding Freelance and Prepress Work shall include academic fields of specialties (linguistics, biology, Asian Studies, etc.) for copyeditors, types of materials proofread (scientific journals, newspapers, text books, novels, etc.) for proofreaders, areas of design speciality (book interiors, promotional materials, etc.) for designers and recent indexing projects (within the last THREE (3) years) for indexers. Indexers shall also provide references for the projects stated in this section. Compositors should indicate what kind of materials they have had experience with (textbooks, scholarly books, art books).
- E. Additional Freelance Work Experiences shall include all previous experience with scholarly and/or popular books or journals which were not stated for the previous questions, or experience with commercial advertising materials. The Offeror may want to state in this area all previous experiences that are related but did not fall under the other questions.

3.1.3 SAMPLES OF WORK

Designers, cartographers, and compositors who have not performed work for the UH Press shall provide samples of design and production work. Samples of previous work done for related projects would include items such as book jackets, promotional materials, and samplings of edited, proofread or indexed projects stated in the previous questions for experience. Samples will not be returned.

SECTION 4 - PROPOSAL EVALUATION

The evaluation of proposals received in response to the RFP will be conducted comprehensively, fairly, and impartially. A contract will be awarded to the responsive, responsible offeror whose proposal is determined in writing to be the most advantageous to the University taking into consideration the evaluation factors set forth in this RFP.

A committee will evaluate and score each proposal submitted based on the following criteria:

1. Service provider has previously performed work for the UH Press in a successful and professional manner acceptable to UH Press standards.
(40 points maximum) ___ points
2. Service provider has experience with other university or trade presses as evidenced by acceptable references and sample materials of work (if appropriate) supplied for evaluation by UH Press, or has done work with comparable project materials (provide samples).
(30 points maximum) ___ points
3. Quality of previous work meets standards of UH Press.
(20 points maximum) ___ points
4. Ability to complete projects in accordance with established schedules, and upon request, to handle abbreviated schedules.
(10 points maximum) ___ points

TOTAL POSSIBLE: 100 points

The service provider shall be designated by the University for the specialty area(s) that they are deemed to be qualified for; copyediting, proofreading, design, indexing, cartography, or composition.

Service provider must receive SIXTY (60) or more points in order to be considered for the pool.

SECTION 5 - SPECIAL PROVISIONS

1. SCOPE

The providing of Freelance and Prepress Services for the University of Hawaii Press shall be in accordance with the terms and conditions of RFP No. 97-156 and the General Provisions dated February 23, 1996, included by reference. Copies of the General Provisions are available at the Office of Procurement, Property and Risk Management, University of Hawaii, 1400 Lower Campus Road, Room 15, Honolulu, Hawaii 96822 or the General Provisions may be viewed at: <http://www.state.hi.us/bids/notice03.htm>

2. REFERENCES

The University reserves the right to contact the references named in the Proposal Form (APPENDIX B) and to reject a proposal submitted by any offeror whose performance on other projects has been unsatisfactory.

3. PAYMENT TERMS

Payment by the University shall be made in accordance with Section 103-10, Hawaii Revised Statutes, and will be based on individual projects generated by the University of Hawai'i Press.

4. CONFIDENTIAL INFORMATION

Offeror shall request in writing nondisclosure of designated trade secrets or other proprietary data to be confidential. The data shall accompany the proposal and shall be readily separable from the proposal in order to facilitate eventual public inspection of the nonconfidential portion of the proposal.

5. PURCHASES FROM ALTERNATE VENDORS

The University reserves the right to utilize the services of other freelancers and prepress professionals if the vendors contracted with under this RFP are unable to supply or deliver a needed service in a manner most advantageous to the UH Press.

6. TAX CLEARANCE FOR CONTRACTS

In accordance with Section 103-53, HRS, offerors shall submit with their proposal packages, original tax clearances from the State of Hawaii Department of Taxation and the Internal Revenue Service. In the event offerors are unable to obtain a tax clearance by mail in time to include it with their proposal packages, they may submit a completed OPPRM Form 128, CERTIFICATION FOR TAX CLEARANCE, in place of the DOTAX Form A-6, with their proposal packages. However, an original tax clearance must be provided before contract will be awarded. Tax clearances obtained shall certify that all tax returns due have been filed, and all taxes, interest, and penalties levied or accrued under

the provisions of Title 14 that are administered by the State of Hawaii Department of Taxation and under the Internal Revenue Code against the offeror have been paid. This shall apply to all contracts, whether with Hawaii offerors, out-of-state offerors, or nonprofit organizations.

This shall not apply to offerors if the State of Hawaii Department of Taxation certifies that the offeror is in good standing under a plan in which delinquent taxes are being paid to the State of Hawaii Department of Taxation (and the Internal Revenue Service, if applicable) in installments.

Offers that are not accompanied by original tax clearances or OPFRM Form 128, CERTIFICATION FOR TAX CLEARANCE, may be considered as non-responsive and may be rejected.

Any questions pertaining to tax clearances may be addressed to the following:

- a. Internal Revenue Service, Compliance Division - LTC
300 Ala Moana Boulevard, #50089
Honolulu, Hawaii 96850-4922
Telephone No.: (808) 541-1160
- b. Department of Taxation
State of Hawaii
Oahu District Office
P.O. Box 259
Honolulu, Hawaii 96808-0259
Telephone No.: (808) 587-4242
Toll-Free: 1-800-222-3229

APPENDIX A THROUGH B
(See Official Document)

CERTIFICATION FOR TAX CLEARANCE

(See Official Document)